



Docket No.: 559442003900
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Michael CRISTOFALO et al.

Application No.: 09/852,229

Confirmation No.: 4955

Filed: May 8, 2001

Art Unit: 2623

For: TECHNIQUE FOR OPTIMIZING THE
DELIVERY OF ADVERTISEMENTS AND
OTHER PROGRAMMING SEGMENTS BY
MAKING BANDWIDTH TRADEOFFS

Examiner: H. V. Tran

AMENDMENT UNDER 37 CFR SECTION 1.111

MS RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

INTRODUCTORY COMMENTS

This amendment is in response to the final Office Action dated April 19, 2006, and Advisory Action dated July 10, 2006. Reconsideration and allowance of the pending claims in light of the amendments and remarks previously presented and in light of the amendments and remarks herein are respectfully requested.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 22 of this paper.